

KENOSHA NEWS 2011

Retail Advertising Rates/Information

Rates effective January 1, 2011

PRODUCT PROFILE: The Kenosha News has been the predominant newspaper of record in Kenosha County, Wisconsin for 116 years. A morning publication, the product is delivered seven days a week with circulation of 24,000 copies daily and 27,884 copies on Sundays.

The newspaper is Audit Bureau of Circulation Zip-Code audited and enjoys loyal readership with city zone penetration numbers that approach 60% of the occupied households. No other competitive media product provides similar audience reach and effectiveness in Kenosha County at such an attractive CPM.



OPEN RATE

Daily.....	\$25.75
Sunday.....	\$27.75

FULL PAGE OPEN RATE

Daily.....	\$23.75
Sunday.....	\$25.75

ANNUAL BULK RATES

ADVERTISER AGREES TO SPEND A MINIMUM AMOUNT WITHIN THE CALENDAR YEAR WITH A SPECIFIC CATEGORY BELOW

<i>Dollar Volume Contracts</i>	<i>Daily</i>	<i>Sunday</i>
\$6,000 to \$12,000.....	\$19.50	\$20.45
\$12,001 to \$24,000.....	\$19.25	\$20.20
\$24,001 to \$36,000.....	\$18.75	\$19.70
\$36,001 to \$48,000.....	\$18.55	\$19.50
\$48,001 to \$60,000.....	\$18.25	\$19.20
\$60,001 to \$72,000.....	\$17.54	\$18.42
\$72,001 to \$96,000.....	\$17.01	\$17.86
\$96,001 to \$120,000.....	\$16.38	\$17.20

REPEAT RATES

All multiple-run (repeat) ads are required to appear within a six-day period. No Sunday discounts accepted. Changes to original copy and layout do not qualify for repeat rates.

REPEAT DISCOUNTS

First insertion is charged according to Rate Table
 Second insertion (1st Repeat) is allowed a 20% Discount
 Third insertion (2nd Repeat) is allowed a 35% Discount

CHARITABLE RATE

Daily.....	\$15.00
Sunday.....	\$15.45

NATIONAL RATE

Daily.....	Net \$30.00
Sunday.....	Net \$31.75

COLOR RATES

Full page or smaller accepted at the following rates (in addition to regular earned black-and-white rate):

<i>Column Inches</i>	<i>1 color</i>	<i>2 colors</i>	<i>3 colors</i>
15-43.....	\$75.00	\$100.00	\$120.00
44-86.....	\$135.00	\$160.00	\$180.00
87-Full Page.....	\$225.00	\$250.00	\$300.00

For color ads, advance deadlines by 4 hours. A gray bar will appear at the bottom of all pages that have color. It is a tool to help regulate any hue shifts or variations in color across the page.

DEADLINES

<i>If your ad is to run on . . .</i>	<i>Copy is due by</i>
Monday.....	Thursday, 5 p.m.
Tuesday.....	Friday, noon
Wednesday.....	Friday, 5 p.m.
Thursday.....	Monday, 5 p.m.
Friday.....	Tuesday, 5 p.m.
Saturday.....	Wednesday, noon
Sunday.....	Wednesday, 5 p.m.

RETAIL COLUMN SIZES

Full page: 6 col. x 20"

<i>Columns</i>	<i>Inches</i>	<i>Picas/pts.</i>	<i>Columns</i>	<i>Inches</i>	<i>Picas/pts.</i>
1.....	1.729"	10p3	4.....	7.217"	43p3
2.....	3.558"	21p3	5.....	9.046"	54p2
3.....	5.388"	32p3	6.....	10.875"	65p25

KENOSHA NEWS

5800-7th Avenue, Kenosha, WI 53140
 (262) 657-1000 • (800) 292-2700 (toll free)
 (262) 553-9770 from Racine
 (847) 746-3480 from Northern Illinois
 (262) 657-5101 FAX
 Monday - Friday, 8 a.m. - 5:30 p.m., c.s.t.
 Saturday, 8 a.m. - noon, c.s.t.
 E-Mail: ads@kenoshanews.com
 World Wide Web - <http://www.kenoshanews.com>

PERSONNEL

Publisher - Ken Dowdell.....262-656-6249
Advertising Director - Lani Renneau.....262-656-6243
Assistant Advertising Director - Dennis Serpe.....262-656-6255
Customer Care Manager - Sharon Groenke.....262-656-6259
Advertising Department.....262-656-6231
Advertising FAX.....262-657-5101